

## Matchstick launches TOPAZ, a new line of innovative LED displays for POP. The Topaz offers a truly fresh approach to brand promotion.

**Hong Kong, October 1, 2008** - Today, Matchstick launched Topaz, a product line of ultra slim LED displays using its proprietary EVI display printing process.

Matchstick displays have patent pending features. Topaz, with max thickness of 12mm (0.5"), are illuminated with high luminous, long lifespan LED's, and can be custom-made to fit the shape of most brands. Topaz has many optional features including an illuminated edge in any color for a yet greater visual impact. Animated color changes are also available. Single or double sided versions are available.

"Topaz is one of the most appealing, elegant and eco-friendly illuminated brand signage out there in the market, and I have been around for a while" said John Stone, the Vice President of Marketing and Sales for Matchstick. "We are looking forward to introduce it to some of the leading brands on both sides of the Atlantic, especially in today's turbulent market, where procurement and brand managers alike, will be looking for value deals of this kind".

Topaz can be used with any digitally printed graphics or in combination with EVI - Enhanced Visual Impact - the display panels made by Matchstick's proprietary multi-layering printing process.

Topaz LED displays, run on low DC voltage and use less than 25% of the power consumed by

ordinary fluorescent lighting or comparable Neon. The Green Energy Topaz offers lifespan of 5 - 10 years, virtually maintenance free, thus representing a low cost of ownership. Topaz displays come with an external universal 110-230V power adapter, certified for use under Asian, European as well as American U.L. standards.

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